



UNIVERSITI TEKNOLOGI MARA

UiTM MELAKA

THE ACCEPTANCE TOWARDS SUNNAH FOOD AMONG MALAYSIAN  
COMMUNITY

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## ABSTRACT

The research examined the study of Theory of Planned Behaviour and perceptions towards the Sunnah food among Malaysian community. The minimum amount of survey within sample size was determined through Raosoft Calculator software by using purposive sampling method. Descriptive quantitative research was conducted through survey using questionnaire form from Google Docs, involving 300 respondents from Malaysia. The collected data were analysed by using SPSS version 20. The independent variable, which is Theory of Planned Behaviour involved 4 elements which is (1) Attitude, (2) Subjective Norms, (3) Perceived Behavioural Control (PBC) and (4) Knowledge. While the dependent variable studied of the Malaysian community acceptance towards Sunnah food. The suitable research theory implemented throughout the study is Theory of Planned Behaviour, which is chosen to observe the relationship among the components of TPB with the behaviour of consumer by taking into consideration the Sunnah advantages. Theory of planned behaviour were collected from various social media literatures that included both books and article journals (Rozilah Hamdan, 2013).

The hypothesis testing gained by using Multiple Linear regression shows that there are two different reading which formed different results. The first results is based on Beta value which shows the most significant relationship between the independent towards the dependent variables. Thus the result indicated *Knowledge* ( $\beta = 0.422$ ) is the strongest relationship towards dependent variables (acceptance). However, based on significant value in Coefficient Multiple Linear Regressions Analysis, the null hypothesis of Attitude (0.000), Subjective Norms (0.001), Perceived Behavioural Control (0.289) and Knowledge (0.000) is being accepted with significant value below than  $p=0.10$ . While when R-value indicates multiple R, which is the correlation of all the independent variables against dependent variable, which is 0.898 and the  $R^2$  which is 0.806 explain the amount of variance in the dependent variables by all the dependent variable.

Keywords : Sunnah food, acceptance, theory of planned behaviour

## ABSTRAK

Kajian itu mengkaji kajian Teori Perancangan Yang Dirancang dan persepsi terhadap makanan Sunnah di kalangan masyarakat Malaysia. Jumlah minimum tinjauan dalam saiz sampel ditentukan melalui perisian Kalkulator Raosoft dengan menggunakan kaedah pensampelan purposive. Penyelidikan kuantitatif deskriptif telah dijalankan melalui kaji selidik menggunakan borang soal selidik dari Dokumen Google, yang melibatkan 300 responden dari Malaysia. Data yang dikumpulkan dianalisis dengan menggunakan SPSS versi 20. Pembolehubah bebas, iaitu Teori Perancangan Yang Dirumuskan melibatkan 4 elemen iaitu (1) Sikap, (2) Norma Subjektif, (3) Kawalan Tingkah Laku (PBC) dan (4) Pengetahuan. Sedangkan pembolehubah bergantung kepada kajian masyarakat Malaysia terhadap makanan Sunnah. Teori penyelidikan yang sesuai dilaksanakan sepanjang kajian ini adalah Teori Perancangan yang Dirancang, yang dipilih untuk mengamati hubungan antara komponen TPB dengan tingkah laku pengguna dengan mempertimbangkan kelebihan Sunnah. Teori tingkah laku yang dirancang telah dikumpulkan dari pelbagai literatur media sosial yang merangkumi kedua-dua buku dan jurnal artikel (Rozilah Hamdan, 2013).

Ujian hipotesis yang diperoleh dengan menggunakan regresi Pelbagai Linear menunjukkan bahawa terdapat dua bacaan yang berbeza yang membentuk hasil yang berbeza. Hasil pertama adalah berdasarkan nilai Beta yang menunjukkan hubungan yang paling penting antara yang bebas ke arah pembolehubah bergantung. Oleh itu hasilnya menunjukkan Pengetahuan ( $\beta = 0.422$ ) adalah hubungan kuat ke pembolehubah bergantung (penerimaan). Walau bagaimanapun, berdasarkan kepada nilai yang signifikan dalam Analisis Regresi Linias Pelbagai Linear, hipotesis nol Sikap (0.000), Norma Subjektif (0.001), Kawalan Tingkah Laku (0.289) dan Pengetahuan (0.000) diterima dengan nilai signifikan di bawah  $p = 0.10$ . Sedangkan apabila R-nilai menunjukkan pelbagai R, yang merupakan korelasi semua pembolehubah bebas terhadap pembolehubah bergantung, iaitu 0.898 dan  $R^2$  yang 0.806 menerangkan jumlah varians dalam pembolehubah bergantung oleh semua pembolehubah yang bergantung.

Kata Kunci : Sunnah makanan, penerimaan, teori tingkah laku yang dirancang

#### **AUTHOR'S DECLARATION**

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